

62

Gl.



🏠 Sugar ELL

# VENNARD NURSERY

1959 *Catalog* FINE GLADIOLUS

P. O. BOX 394      PHONE 9.3242

SIOUX CITY 2, IOWA

CATALOG NUMBER FOURTEEN

## Our First Introduction

After growing *Gladiolus* from seed for over 18 years, we have at last made up our minds to introduce one of our own. It is named SUGAR ELL, in honor of my wife, the name being her nick-name, and we hope that it has as long and happy a life as the good lady of our house. This Glad was segregated in 1951, from a cross of STRAWBERRY PEACH X SPIC & SPAN, and the original plant and spike had suffered some injury as it grew and opened only one floret on that original plant. However, I did not forget the color, and the fact that there were 52 bulblets on that original bulb. It was lost entirely during 1952, but late in 1953 I discovered 35 spikes blooming very brightly out in my field, and—you guessed it—there was my seedling in all its splendor. I was greatly thrilled to find it again. By careful handling from there on we have managed to build up a substantial stock; and can place it on the market at a very modest price.

The color of this seedling is a solid salmon, or a fiery coral or salmon color: opening five to seven florets at once out of the nineteen bud spikes it usually grows. The spikes stand erect and strong, and we cannot recall having found any of them crooked from the hot weather. It does its best as a bouquet or basket glad, is fine for arrangements or vases; and keeps very fine in water. A good shipper and opens splendidly from tight bud. It is late which we think is an advantage. It requires about 105 days to bloom, and becomes a very useful subject at our place, being so useful after most of the other glads have bloomed out. It fills in splendidly in our bouquet sales, and continues to flower until frost stops them. Makes very healthy bulbs with an abundance of bulblets that stick tight to the bulbs when digging; another big advantage.

Bulb sizes may be YOUR choice. One bulb 75c; three for \$2. Ten bulbs for \$5. 25 bulbs for \$10. Sizes to suit purchaser. Ten bulbs and 50 bulblets for \$10. We are quite sure you have never seen a *gladiolus* like SUGAR ELL, and are sure you will like the color and habits of this flower. The spikes have the form and strength of that great Old Timer, Picardy, one of its Grand-Parents.

---

(Please do not destroy or misplace this catalogue, for we are sure you will wish to refer to it again, soon).

---

Do not over-look keeping your membership in good standing in the North American *Gladiolus* Council. You will not want to miss any of the Bulletins; for they will keep you informed on "NEW GLAD INTRODUCTIONS", "New Names" of Glads, and any items of interest to Glad Fans. See application blank in this catalog.

# Greetings

In presenting this our fourteenth catalogue, we first wish to thank our many friends and customers for the orders they have sent us from year to year; and we hope that this season you will speak a good word to some of your friends so that we might hear from them too. In the event that you do not need any bulbs this season, we would be glad to have you hand this booklet to some neighbor or friend who might use some bulbs.

We have just closed one of the best growing seasons we have had in many years, rain right when we needed it through the summer, and fine dry weather for digging the crop of bulbs. They are the finest we have ever had. We attended several gladiolus shows, won our share of ribbons, and had a fine time with our own seedlings, making about 120 selections of promising new ones. Visitors are always welcome at the Nursery, especially when the seedlings are blooming. We grew many thousands from seed this season, and expect much excitement along about August 1st, 1959. Better drop around and look them over with us. We believe we will have over 30,000 to bloom for the first time.

Our favorite, SUGAR ELL, had a fine season, and we supplied cut-flowers for many florists by using this seedling for the cut-flower crop. It blooms in the late season, and produces excellent spikes from No. 5 (very small) bulbs. By introducing it this season, all our old friends will get a chance to see it and get a start with it. Makes excellent bulbs and plenty of bulblets. I have counted 128 large bulblets on one single bulb, and they are always healthy here at home.

The Central International Show was a whizz-bang, and attended by over 5,000 visitors. Exhibitors were here from, Wisconsin, Minnesota, Indiana, Illinois, California, Kansas, Colorado, Oklahoma, Texas and other points. Lets continue to pass it around from one city to another—one state to another—and all be willing to travel a little to show our flowers, and greet our fellow growers.

## **TERMS OF SALE (Please read before ordering)**

We will ship bulbs prepaid to any point in the U.S.A. providing the order amounts to \$3 or more. Wholesale orders are F.O.B. Sioux City, Iowa., and will be shipped collect. Terms: Cash with order. (Check or Money order). We have an exceptional crop of fine bulbs this season, and will try to fill all orders liberally. We always add "extras" to any order; Gladiolus Seed orders shipped prepaid regardless of size of order. Do not over-look "SUGAR ELL", it is a grand cut-flower Glad.

## GENERAL LIST OF VARIETIES

This being our fourteenth catalogue, we have always tried to describe each variety in the catalogue new or old, so that the customer might know something about them as well as the price. We still grow many of the older varieties because they are reliable and healthy. Such Glads as Red Charm, Spic & Span and Elizabeth the Queen are still good glads in our flower shop and bouquet sales, and we are proud to offer them. All orders of \$3 or more will be prepaid to any U.S.A. Postoffice. Bulbs not sold in smaller quantities than those listed under each variety. Large bulbs are No. 1 and 2 sizes, and Mediums are No. 3 and 4 mixed.

**A. B. Coutts:** (Coutts) (516) Soft Peach Buff with yellow throat, near perfect exhibition spikes with 8 open. Healthy and reliable. **Lg. 2 for 30c, 10 for \$1.20 Bts. 15 for 25c.** One of the finest.

**Ambition:** (Roberts) (561) A lovely shade of Orchid Rose with a creamy yellow throat. Very tall, 7 florets open at once, nicely ruffled. **Lg. \$1.50 ea. Med. \$1.00 ea. Bts. 5 for 50c.**

**Appleblossom:** (Baerman - Fischer) (411) An All-America Award winner. This tall growing creamy white has a bright rose border, a very beautiful number, and probably the finest commercial in the A.A. Winners. **Lg. 35c ea. 3 for \$1. 12 for \$3.45.**

**Ares:** (K & M) (301) A very boldly Blotched Pink-White with a scarlet throat mark, giving a most beautiful effect. 8-9 open on tall spikes. One of the new Butterfly types, that is excellent. **Meds. 5 for 50c Smalls 10-50c Bts. 25 for 25c.**

**Bermuda:** (ROBERTS) (531) A very ruffled, white throated salmon pink with fine form. **Lg. \$1.25 ea. Med. 75c ea. Sm. 50c Bts. 10 for 75c.**

**Burma:** (Palmer) (562) We now have a very nice stock of the regular Burma, which, in our book, is one of the finest Gladiolus of all time. We have had some difficulty to keep good bulbs during the drouth years, but can supply a reasonable number to our retail customers. **Lg. 10 for \$1.20 Med. 10 for 75c Bts. 30c pkt.**

**Caballero:** (Fairchild) (425) Here we have a strong Orange with a scarlet throat blotch and a yellow throat mark. Rather gaudy, but no other glad like it. **Lg. 25c ea. 5 for \$1. Med. 5 for 60c. Bts. 15 for 25c.**

**Campanile:** (Fischer) (466) A very tall bluish Lavender with 8-9 Open Florets, fine in most every way. We like to grow it from small bulbs for nice spikes. **Lg. 2 for 30c Ten for \$1.20 Med. 10 for 80c Sm. 10 for 50c Bts. 30 Pkt.**

**Caribbean:** (Baerman-Fischer) (377) An All-America Winner. Medium sized light violet blue with deeper throat spots, and fine ruffling. Can open 10 florets in good form. Patent No. 1624. **Lg. 35c ea. 3 for \$1. 12 for \$3.45.**

**Carved Ivory:** (Fischer) (306) Richly ruffled creamy white. Grows tall slender ruffled spikes with 5-6 open. A fine 300-size for shows. **Lg. 35c ea. 5 for \$1.40. Med. 5 for \$1. Sm. 50c for 5. Bts. 15 for 35c.**

**Countess:** (Larus) (440) A beautiful light pink self color that is an outstanding performer. Opens 8-9 perfectly placed florets with a long tapering flower head. Very beautiful and well balanced spikes. Should be a good cut-flower variety as well as grand for the shows. **Lg. bulbs 50c ea. Med. 40c ea.**

**Elizabeth The Queen:** (White) Still one of the finest Lavenders we can grow. 7-8 Open on Fine spikes—and one of the all-time greats. We have the finest bulbs of this we have had for years. **Lg. 10 for \$1. Med. 10 for 65c Small 10 for 40c Bts. 30c Pkt.**

**Elmers Rose:** (Fischer) (462) Nicely ruffled Medium rose, with 7-8 open spikes that are always fine. **Lg. 10 for \$1. Med. 10 for 65c Sm. 10-40c Bts. 30c Pkt.**

**Emperor:** (Baerman-Fischer) (471) An All-America Winner. Light purple with large creamy white throat center. very tall, Patent No. 1655. **Lg. 35c ea. 3 for \$1. 12 for \$3.45.**

**Erin:** (Pruitt) Pale Greenish yellow with a faint pink feather; that has a chartreuse color under artificial light. A fairly good grower. **Large bulbs 50c ea. Med. 40c ea. Small 30c ea. Bts. 5 for 25c.**

**Ethel Cave Cole:** (Cave) One of the reliable old time Pink glads, that can make large fine spikes. **Large bulbs only 10 for \$1. Bts. 30c Pkt.**



**Fire Opal:** (Fischer) (426) This fiery orange on the reddish side, has a fine yellow throat; and really brightens up a bouquet. Will not fade as some do. Large 10 for \$1.20 Med. 10 for 80c Bts. 30c Pkt.

**Friendship:** (Fischer) (422) We have always contended that this is Fischers' finest introduction. Blooms very early—and all season long. One of the finest in the pink class, also a grand parent for seedlings. Lg. 10 for \$1. Med. 65c for 10. Sm. 40c for ten. Bts. 30c Pkt.

**Gary:** (Harris) (414) A very nice light yellow from the garden of that great grower Mr. Jack Harris. A lovely glad. Lg. bulbs 75c ea. Med. 50c. Bts. 10 for 50c.

**Gem State** (Roberts) (343) This is supposed to be one of the finest SHOW GLADS" in the recent introductions. We have seen it open fourteen on a spike straight as a ram-rod; 26 buds. Lovely pink with cream throats. Lg. \$1.50, Med. \$1. Sm. 60c ea. Bts. 5 for 50c.

**Gina:** (Harris) (560) A very fine light rose, and worth growing in any garden. Mr. Harris has many nice ones. Lg. 75c ea. Med. 50c. Bts. 10 for 35c.

**Golden Hour:** (Fischer) (316) A very lovely deep yellow in the small 300 size, that is extra fine. Has wonderful ruffling, opens only five or six, but they are lovely spikes. Lg. 25c ea. Med 2 for 35c. Sm. 3 for 35c. Bts. 10 for 25c.

**Golden Palomino:** (Summer-ville) (421) Very beautiful Apricot Buff, with red throat feather. Good performer: Lg. 40c ea. Med. 25c ea. Sm. 2 for 30c Bts. 15 for 35c.

**Good Morning:** (Lacey) (503) Similar to the Old Corona, Good Morning is a white with rose throat, and rose edging. Healthy and grows easily, becoming a good commercial. Lg. 25c ea. Med. 2 for 35c. 10 for \$1.50. Bts. 15 for 35c.

**Green Ice:** (Barker) (404) A real chartreuse glad that is about as green as they come any place. Opens many on tall nice spikes. Quite exciting. Large Bulbs 75c ea. 5 for \$3. Med. 60c ea., 5 for \$2.40 Bts. 10 for 50c.

**Innocence:** (Fischer) (460) Blush Lavender Pink; delicate in color and fine form. Can open 8 on tall stems. Med. 2 for 35c. 10 for \$1.50. Sm. 2 for 25c. 10 for \$1. Bts. 30c Pkt.

**Jaunty:** (Rich) (362) Beautiful medium rose pink with a creamy throat; very tall plants, a good grower and performer. Lg. 40c ea. Med. 30c ea. 10 for \$1.20 Sm. 5 for 80c. Bts. 20 for 50c.

**Jo Wagenaar:** (K & M) This Huge dark red is one of the most popular in our bouquet sales, and we have grown it for years. Probably the best grower among the black reds. Lg. 10 for \$1. Med. 10 for 70c. Bts. 30c Pkt.

**Joyous:** (John Flad) (464) Very elegant rich velvety deep rose colored joyous is a splendid new variety. Formal, beautifully ruffled, precisely styled and brilliantly colored. JOYOUS, as the name implies is a joy to see in the garden. It has eight or more florets open at once on a 20-bud spike, in the 400 size. JOYOUS will be a heart-warming addition to any glad garden. 35c per bulb, any size. 3 for \$1. 12 for \$3.45.

**King David:** (Carlson) (570) The finest of the deep purple varieties, which has a red velvety throat, and exceptional fine ruffling, also a fine light picotee edge around all petals. It is one of the finest purples ever introduced. Lg. 2 for 30c. 10 for \$1.20. Med. 3 for 25c. 10 for 75c. Sm. 5 for 30c. Bts. 30c per Pkt.

**Lorelei:** (Howell) (510) One of the finest new cream glads, without any markings, nicely ruffled, and a fine commercial. Lg. 25c ea. 10 for \$2. Med. 2 for 30c 5 for 50c. Bts. 20 for 25c.

**Maytime:** (Baerman-Fischer) (433) An All-America Winner. Waved deep pink with creamy white center. Can open 7 large florets on tall plants. Patent No. 1591. Lg. 35c ea. 3 for \$1. 12 for \$3.45.

**Mexico:** (Roberts) (327) Light to Medium orange with small red feather; can open 5-6 extremely ruffled florets, unusually beautiful. Lg. \$1.25. Med. 75c ea. Sm. 50c ea. Bts. 75c per 10.

**Miss Holland:** A dark rose red that is very fine for bouquets, and the home garden. We found that it grew nicely in our garden. Lg. 10 for \$1. Med. 75c per 10. Bts. 30c Pkt.

**Mixed Seedlings:** We often have a large supply of medium and large bulbs of mixed seedlings, dug from the "first bloomer" rows that DID NOT get into flower and we have offered such bulbs to our trade for several seasons. Many fine selections might be made from these. We offer them \$1 per Doz. Large, and 75c per Dozen for mediums.

**Mother Fischer:** (Fischer) (400)  
This is one of the most reliable white glads we have for the flower shop and bouquet trade. Very healthy and a good bulb maker. **Lg. 2 for 30c. 10 for \$1.20. Med. 10 for 75c. Bts. 30c Pkt.**

**Orange Gold:** (Marshall) (426) One of the best orange colored glads in the garden. **Lg. 10 for \$1.20. Med. 75c for 10. Bts. 30c pkt.**

**Pactolus:** (K & M) This is one of the most spectacular and popular blotched glads that every one wants in their bouquet. It is apricot or buff with orange blotch. **Large 10 for \$1. Med. 65c for ten. Bts. 30c Pkt.**

**Palomar:** (Beaton) (422) Medium pink variety with a white throat. Very good performer. **Mixed sizes, \$1.50 per doz. Bts. 30c for 25.**

**Patrol:** (Palmer) (420) This old timer is a buff color, that can easily win in a show with nine or ten open. Has often been Champion of Show. **Med. bulbs 75c per Doz. Sm. 50c per Doz.**

**Party Ruffles:** (Rich) (410) A lovely cream with a pale pink blush, and it has very heavy ruffling, 6 to 7 open. **Lg. 75c ea. Med. 50c. Sm. 25c. Bts. 10 for 50c.**

**Painted Lady:** (ROBERTS) (443)  
Deep pink with pure white lower petals with a bright scarlet border. It is very different. We have a fine lot of young medium and small bulbs. **Meds. \$1 per doz. Bts. 35c Pkt.**

**Phantom Beauty:** (Bastian) (440)  
This great glad can be grown into Championship caliber with very little effort, given good water and decent cultivation. It has been 3-Spike Grand Champ of several shows for me. A light blush pink that can open 10-12 florets with ease. **Lg. 10 for \$1. Med. 10 for 65c. Sm. 10 for 40c. Bts. 30c Pkt.**

**Princess:** (Larus) (466) Among the Lavenders, this one is probably the best for show purposes, making fine show spikes with 8-9 open, easily. Fine color and good health. **10 for \$1.20. Med. 10 for 75c. Bts. 35c Pkt.**

**Prospector:** (Leffingwell) (412)  
This is without doubt the finest yellow in the trade today. Medium yellow with deeper throat mark; and very beautiful. **Lg. 10 for \$1.20. Med. 10 for 75c. Sm. 10 for 40c. Bts. 35c Pkt.**

**Purple Burma:** (Boewe) (570)  
This great glad has all the good qualities of the Great Burma herself; being a purple sport of that variety. Is a really fine addition to the purple class. **Lg. 10 for \$1. Med. 10 for 65c. Bts. 30c Pkt.**

**Red Charm:** (Butt) (452) This is the red by which most other red glads are judged. It is still the reliable member of the red class. Fine Medium Rich red. **Lg. \$1. per 10. Med. 65c per 10. Sm. 10 for 40c. Bts. 30c Pkt.**

**Red Coat:** (Milton Jack) (450) A real lively light red that is an excellent spike and can win in the shows. One of Mr. Jack's best introductions. Our stock is not large. **Lg. Bulbs \$1 ea. Med. 75c ea. 5 for \$3 Sm. 50c ea. Bts. 5 for 50c. 10 for \$1.**

**Rosannah:** (Kydd) (563) A very sturdy grower in the medium rose shade, that is fine for cutting and arrangement work. A good propagator and blooms fine from any size bulb. **Lg. 25c ea. 10 for \$2. Med. 10 for \$1.50. Bts. 15 for 25c.**

**Royal Stewart:** (Pommert) (450)  
AN ALL AMERICA WINNER. Patent No. 1339. This brilliant scarlet red can open ten or more florets at once on a perfect spike. Has won many grand championships. **Lg. 35c ea. 3 for \$1. 12 for \$3.45**

**Salmon Queen:** (Schrenk) (532)  
This is a lovely clear salmon with a large creamy center. An excellent producer of SHOW SPIKES. **Lg. bulbs 75c ea. Med. 50c ea. Sm. 25c ea. Bts. 10 for 50c.**

**Sally Rose:** (Rich) (533) A clear glistening salmon rose, with a small orange feather in the throat. An unusual shade but very fine, and supposed to be a good seed parent. **Lg. 40c ea. Med. 30c ea. Sm. 20c ea. Bts. 10 for 30c.**

**Show Off:** (Breisch) (314) A fine light yellow, bright and lively. Very healthy and good performer. Can open eight on fine show spikes. **Large bulbs 50c. Med. 35c ea. Bts. 10 for 35c.**

**Snow Princess:** (400) If we did not own a flower shop, we probably would not have to have Snow Princess. But it is so reliable, all thru the summer. **Lg. bulbs \$1 per doz. Med. 65c per doz. Bts. 25c pkt.**

**Snow Velvet:** (Fischer) (400) We think this is the most beautiful of the present crop of White Show Glads. Has many Championships to its credit. **Lg.** 25c ea. **Med.** 20c ea.

**Sparkling Eyes:** (Milton Jack) (401) This properly named white glad has won many championships around here, so we list it again with pride. One of Mr. Jack's fine introductions, and a good seed parent. **Lg.** 10 for \$1.20. **Med.** 10 for 75c. **Sm.** 10 for 40c. **Bts.** 35c pkt.

**Sparkler:** (Fischer) (313) As graceful as a butterfly and just as colorful. SPARKLER is a gay happy combination of yellow and red. Not garnish, but a skillful blending of clear yellow shading somewhat deeper as it surrounds the bright red lips. The florets are ruffled with each petal tip-fluted to give an airy butterfly effect. The total picture with eight open florets on an 18-bud spike is both striking and harmonious. Sparkler is the ideal glad for home use. **35c per bulb, any size. 3 for \$1. 12 for \$3.45.**

**Spic & Span:** (Carlson) (444) We have often said that this is the finest glad in commerce today. A rich pink, a fine spike maker, and one of the finest in any glad show. Grown by millions as a cut flower. **Lg.** 10 for \$1 **Med.** 10 for 65c. **Sm.** 10 for 40c. **Bts.** 30c Pkt .

**Sugar Ell:** (Vennard) (432) SEE "OUR FIRST INTRODUCTION" Pg. 2.

**Target:** (Larus) (441) A most extraordinary blotched variety that is very beautiful and attractive. Light pink shading to cream throat with a large light red blotch. A Fabulous variety. It makes enormous spikes up to thirty inches long with six to eight 5½ inch flowers open, and several showing color. Most striking and unusual. One of the best 1957 introductions. **Lg.** 50c ea. **Med.** 40c ea.

**Tempress:** (Fairchild) (440) A 1957 introduction that has already won four grand championships, also reserve champion at the big Cleveland show last summer. A very light pink that opens 9 to 11 formally 5-inch flowers, with eight showing color. Over thirty inch flower heads, and 25 buds on a spike are common from large and medium bulbs. Very nicely ruffled. **Lg.** \$1 ea. **Med.** 75c ea.

**Tigertone:** (Fairchild) (326) This small glad opens 8 very ruffled heavy florets in a great show spike. A deep red orange—an exciting color, and very beautiful. **Lg.** 75c ea. **Med.** 50c. **Sm.** 35c ea. **Bts.** 10 for 50c.

**Trails End:** (Ficht) (566) This tall glad is a medium rose shade, of pleasing color and a variety that goes well in bouquets, or cut flowers for the shop. **Mediums** 75c per doz. **Sm.** 50c per doz. **Bts.** 25c pkt.

**Traveler:** (Flad) (460) A strong clear light rose pink with a small rose throat mark, and we like this glad for any purpose. Can make great spikes. **Lg.** 25c ea. \$1 for 5. **Med.** 5 for 60c. **Sm.** 5 for 40c. **Bts.** 15 for 30c.

**Truly Fair:** (Woods) (464) A bright rose red—clear as any color that could be found. Does well for us. **Lg.** 10 for \$1. **Bts.** 30c pkt.

**Vera:** (Pazderski) (466) This is a light Lavender, or maybe on the blue side of Lavender, but a lovely color—some folks call it light rose. Can open eight fine blooms, and has won in numerous shows. **Lg.** 25c ea. 5 for \$1. **Med.** 5 for 60c. **Sm.** 5 for 40c. **Bts.** 15 for 30c.

**Violet Charm:** (Milton Jack) (476) Another great glad from the garden of my friend Mr. Jack. A powerful grower, and great performer. **Bts.** grew into jumbos in our garden this season. A striking violet with a darker throat mark. **Lg.** 10 for 1.20. **Med.** 10 for 75c. **Sm.** 10 for 50c. **Bts.** 30c pkt.

**White Sails:** (Arenius) (401) This great glad can make the perfect spike. One appeared at our recent Cent. Inter. Show. A very tall white with a bright red feather that makes it very beautiful. **Lg.** 2 for 35c. 10 for \$1.50. **Med.** 2 for 25c. 10 for \$1. **Sm.** 3 for 25c. 10 for 75c. **Bts.** 20 for 30c.

**Wild Rose:** (Fischer) (465) An improved Rose Charm, in a clear rose color with a white throat mark. Produces tall fine spikes. **Lg.** 10 for \$1.20. **Bts.** 30c pkt.

**Willow Rose:** (Knight) (362) A dark rose lavender glad that often puts up 26 to 28 buds, and often opens 12 to 14 florets. **Lg.** 35c. 10 for \$2.80. **Bts.** 20 for 35c.

**Wonderling:** (Webster) (411) Color like Corona or Columbia. Creamy white with soft rose at the edges. Tall and healthy, fine propagator, but opens not over five. Fine for cut flowers. **Lg.** 25c ea. **Med.** 2 for 30c. **Bts.** 10 for 30c.

**White Lace:** (Fischer) (300) One of the nicest small ruffled glads grown, very useful in flower shop, and fine propagator. **Lg.** 10 for \$1. **Med.** 10 for 75c. **Bts.** 30c pkt.

## OUR HOME GARDEN COLLECTION "A"

For many years we have offered our patrons a fine collection of many very good varieties of Gladiolus, as our HOME GARDEN COLLECTION "A". It has been one of the best sellers in our catalogue and we have often stated that it was the best bargain in the catalogue. This season we are offering six bulbs each of 25 varieties, listed below. 150 bulbs, catalogue value approximately \$11.50, sent prepaid to you in No. 3 or larger bulbs, depending on the sizes available - all labeled for \$8.25, delivered to any town in the U. S. A.

Atom  
Aureole  
Burma  
Bo Peep  
Campanile  
Eliz. The Queen  
Elmers Rose  
Friendship  
Innocence

King David  
Pactolus  
Painted Lady  
Phantom Beauty  
Purple Burma  
Princess  
Prospector  
Red Charm

Sparkling Eyes  
Snow Princess  
Spic & Span  
Statuette  
Trails End  
Traveler  
Violet Charm  
White Sails

## GIFT COLLECTION "2-A"

We have often thought we would offer a collection for a gift, that some customer might wish to send out for a Wedding Anniversary, Christmas Gift, Birthday Gift, Mothers' Day or Dads' Day gift. This collection is made up of 14 of our favorite Glads. Many of our favorites are not the newest introductions, but the reliable varieties of other years - like the following:

6 Burma  
6 Bo Peep  
6 Eliz. The Queen  
6 Friendship  
6 Innocence

6 King David  
6 Painted Lady  
6 Prospector  
3 Sugar Ell (Free)  
6 Red Charm

6 Snow Princess  
6 Spic & Span  
6 Statuette  
6 Violet Charm

There will be 81 bulbs in this collection, or more, in size No. 3 or larger depending on sizes available, all of which will bloom in fine style in 1959. This group has a catalog value of \$8.80, and we will send them labeled and prepaid to any U. S. A. address for \$5.65. This is an excellent bargain. Why not let us look after your Gift problem?

## OUR TOP DOZEN MINIATURES COLLECTION "3-A"

We have enjoyed the little glads so much we are going to offer a collection of five each, of the finest twelve varieties we grow, with ten bulblets of each. We list them herewith:

ATOM  
BO-PEEP  
EMILY'S BIRTHDAY  
L'L ABNER

FROLIC  
LADYKILLER  
LAVENDER PETUNIA  
LITTLE EGYPT

OCEAN SPRAY  
PUCK  
STATUETTE  
SPUNKY

We will supply five each of the above varieties, in No. 3 or larger new young bulbs, all labeled, together with ten bulblets of each, for \$5.35, altho these show a catalogue value of over \$7. One of the best deals in the catalogue. A fine way to get a good start with the Miniatures.

---

(Please do not destroy or misplace this catalogue, for we are sure you will wish to refer to it again, soon).



## THE MINIATURES

We have been growing a collection of the Miniature, or small glads for several seasons, and we like them. Our flower shops make liberal use of the little spikes for arrangements, center pieces, etc. Terms and conditions of sale are the same as applied to the larger varieties. See terms of sale on Page (2).

**All Blotches:** Van Voorhees (261)  
A small creamy rose glad with large purple blotches, that are very showy. Grows Tall and Healthy, and sets seed readily.  
**Lg. 2 for 35c. Med. 10 for \$1. Bts. pkt. 30c.**

**Alouette:** (Butt - '57) (262-267) A very beautiful ruffled rosy lavender, with a lively yellow throat-very fine blend of colors. No other markings. Good Bulblet maker. **Lg. 60c ea. Med. 40c, Sm. 25c. Bts. 10-40c.**

**Atom:** (236) (Hedcock) This is no doubt one of the most popular of all the small glads. A bright red with white picotee edge, wonderful for table use, and is grown by nearly everyone who grows glads. **Lg. 2 for 30c. 5 Med. for 60c. Mixed sizes \$1 per doz. Bts. 30c Pkt.**

**Baby Butterfly:** (Dr. Cormack) (224) This charming two-tone mid-season tiny glad has bright yellow throat color, with deeper orange or scarlet color in the upper petals. Opens eight like butterflies sitting on a perch, and is quite striking. A good performer but makes bulblets rather slowly. **Lg. 25c ea. Med. 2 for 35c.**

**Beauty Elf:** (Wilson) This lovely bright salmon, with yellow throat is new, and this season grew to 300 size here. It can open nine or ten in formal fashion, and is very nice. It is new and quite scarce. **Lg. 75c ea. Med. 50c, Bts. 10 for 50c.**

**Bonnie Prince:** (Barker) (262) A lovely deep rose that is fine for color and type, and a much needed color for floral use. Good Performer. **Lg. 25c ea., Med. 2 for 30c. Bts. 20 for 30c.**

**Bo Peep:** (Butt) (240) Here we have one of the most useful and also one of the most beautiful of the small glads. We grow it in large numbers for our own flower shop, and sell many in bouquet sales. The perfect bulb maker. **Lg. 2 for 25c. 10 for \$1. Mixed sizes \$1 per doz. Bts. 30c pkt.**

**Corvette:** (Butt) (136) One of the best 100-size reds, that will open 7-8 at once, and can win at the shows. Rather slow to increase. **Lg. 60c. Med. 40c. Sm. 25c ea.**

**Crinklette:** (Butt) (224) We grow this little glad for the flower shop, and for seed growing. Very healthy, and this season with nice rain fall, it stretched and was an excellent cut flower. **Lg. \$1 per doz. Med. 65c per doz. Bts. 35 for 30c.**

**Emily's Birthday:** (Butt) (233) A very early fine orange that makes fine spikes that our florists ask for. It's bright yellow throat and cheerful coloring makes it an ideal spiker. **Lg. 2 for 30c. Med. 2 for 20c. Bts. 35c pkt.**

**Frolic:** (Bork) (217) A very bright yellow with scarlet throat blotches, producing a striking effect. Fine for arrangements. **Lg. 2 for 30c. Med. 2 for 20c. Bts. 30 for 35.**

**Fifth Avenue:** (Hedcock) (252) Almost a black red and a fine glistening color. A little Glad that is overlooked. Can open 7. **Lg. 2 for 30c. Med. 3 for 25c. Mixed sizes \$1 per doz. Bts. 30c pkt.**

**Gremlin:** (Butt) (242) A bright rose red, with red peppering on a lively yellow throat. Unusual color effect. 5-7 ruffled florets on 3 ft. stems. **Lg. 2 for 30c. Med. 3 for 30c. Mixed sizes \$1 per doz. Bts. 30c pkt.**

**Goldette:** (Butt) (212) Clean deep golden yellow and very beautiful. Nothing finer in a clear yellow. **Lg. 25c ea. 10 for \$2. Med. 10 for \$1.20. Bts. 15 for 25c.**

**Ladykiller:** (K & M) (213) A buff colored little glad with a bright red throat mark, that is one of our favorites both for cut-flowers for the shop, and as a Seed parent. It's awkward name does not seem to interfere with its popularity. **Lg. 2 for 30c. \$1 per doz. for mixed sizes. Bts. 25 for 25c.**

**Lavender Petunia:** (Marek) (269) Here is a very bright little Lavender (almost purple) with a full clear white throat; the two lip-petals being very white, just edged lavender. Very attractive and early, can open five on a wire spike, and is very useful for arrangements. **Lg. 20c ea. Med. 2 for 25c. 10 Med. for \$1. Bts. 25 for 25c.**

**Li'l Abner:** (George) Here is a very bright deep yellow, with bright red edges on all petals and a red throat mark. One of the brightest and best of all the small glads. Can open six, and makes very uniform spikes, fine for any flower shop. **Lg. or Med. 25c ea. 5 for \$1. Sm. 5 for 60c.**

**Little Egypt:** (Brown) (315) A tiny red Miniature with very dark throat marks, being most distinctive, and a sure eyecatcher. Blooms freely and fine for table use. **Lg. or Med. 25c ea. \$2 per doz. Bts. 20 for 30c.**

**Little Gold:** (Fischer) Probably the finest of the deep yellow or orange small glads, opening four or five, nicely ruffled, and a glowing color. **Mixed sizes \$1 per doz. Bts. 30c Pkt.**

**Lovely Mary:** (Troyer) (232) A fine little salmon pink glad with a rich yellow throat. Splendid grower. **\$1 per doz. Mixed sizes Bts. 30c pkt.**

**Miss Julie:** (Fischer-Amsler) (211-311) A nice creamy white with a purple throat mark. **Lg. 30c. Med. 20c. Bts. 10 for 35c.**

**Ocean Spray:** (Baerman) (206) A very fine white Miniature with ambler throat blotch; that is excellent for cut flowers, or table ornaments. A splendid little glad in every way. **Lg. \$1 per doz. Med. 12 for 75c. Bts. 25 for 25c.**

**Maroon Butterfly:** A fine dark red Miniature that is popular everywhere. Makes fine bulblets and performs well. **Med. 75c doz. Sm. 50c doz. Bts. 30 pkt.**

**Morning Face:** (Vawter) (143) This tiny deep pink is very beautiful, with its bright creamy throat. Tiny but a good grower. **Lg. 35c. Med. 25c. Bts. 10 for 30c. Has won many blue ribbons.**

**Parfait:** (Larus) (242) This is one of the better new varieties in the small glads—a plumb fine little pink. Sturdy straight spikes with 6-7 open, in perfect style. Healthy and fine in every way. **Lg. 75c. Med. 50c. Sm. 25c.**

**Puck:** (Cormack) (243) Light pink with a large dark blotch, conspicuous and attractive. Popular in our flower shop. Produces bulblets abundantly. **Lg. 2 for 30c. Med. 3 for 25c. Mixed sizes \$1 per doz. Bts. 30c pkt.**

**Smilette:** (Sisson) (262) Lavender rose, shading lighter in the throat, with deeper rose feather. Opens 5-6 well ruffled blooms. **Lg. 2 for 30c. Med. 2 for 25c. Mixed sizes \$1 per doz. Bts. 30c pkt.**

**Spunky:** (Fairchild) (280) Smokey brown shading darker in throat, with a white Picotee edge on all petals. Resembles a smoky Atom. Opens 5 on 16 bud spike. Good performer. **Lg. 2 for 30c. Med. 3 for 25c. Mixed sizes \$1 per doz. Bts. 30c pkt.**

**Starlet:** (Baerman) (200) An old reliable fine little white, fine for make-up work, or any arrangement. Waxy white and fine ruffling. **Lg. 2 for 30c. Med. 3 for 25c. Mixed sizes \$1 per doz. Bts. 30c pkt.**

**Statuette:** (Butt) (217) Ruffled Medium Yellow with purple reddish throat marks. Can open 8 or more on always straight spikes. Probably the leader of all the Miniatures. Will be much used by up-to-date florists. Very healthy and fine performer. **Lg. 2 for 30c. Med. 3 for 25c. per doz. Mixed sizes \$1. Bts. 30c pkt.**

**Tony Boy:** (Kunderd) (263) A very small Rose Red with white throat, in fact throat petals are barely edged red, can grow tall, and is very useful, as well as beautiful. **Lg. 25c ea. Med. 2 for 30c. 5 for 60c. Bts. 15 for 25c.**

**Trudy:** It may be true that this little red Glad will sometimes grow to 300-size, it is still a nice addition to the red class. Fine red color and a good grower. A 1958 introduction. **Lg. 75c ea. Med. 50c. Sm. 25c. 10 Bts. for 50c.**

**Victoria Falls:** (De Bruyn) (263) A light purple-rose shade with white throat, quite a vigorous performer. **Lg. 2 for 30c. Med. 2 for 20c. Bts. 15 for 25c.**

**Yellow-Bird:** (216) An old reliable yellow small glad that can open 8-9 on tall straight spikes. Has won many Championships. **Lg. 2 for 25c. Med. 5 for 40c. \$1 per doz., mixed sizes. Bts. 25c pkt.**

THE ALL AMERICAN GLADS MAY BE PURCHASED AT \$3.45 per dozen, AND  
SORTED TO SUIT PURCHASER

## LIST OF SEED CROSSES

For several seasons we have offered a list of seed crosses in our catalogue, and by mailing this list. This season, we know we have twice as much seed as we will need, having made a great many crosses thru the summer, many of them by using the tiny-tots, or Miniature glads. Seeds are sold in packets of 25 for 50c, unless otherwise priced. All are prepaid to your address. Two packets of any one cross to a customer, please. Kindly name a few extras for second choice as we have run out of some crosses.

King David X Sugar Ell	Red Charm X Judi Lynn
Green Ice X Erin (15-50c)	Sparkling Eyes X Sugar Ell
Green Ice X Judi-Lynn (15-50c)	Campanile X Judi Lynn
Green Ice X Sugar Ell	Seedling #74 (Friendship X Cotillion) X Judi Lynn
Judi Lynn X White Sails	Seedling #74 X Spic & Span
Judi Lynn X Elizabeth the Queen	Seedling #74 X Sugar Ell
Judi Lynn X Willow Rose	Seedling #74 X Tall Red Seedling (Jo Wagenaar X Burma)
Judi Lynn X Prospector	Golden Palomino X Prospector
Friendship X Spic & Span	Golden Palomino X Elizabeth the Queen
Spic & Span X Sugar Ell	Golden Palomino X Judi Lynn
Red Coat X Willow Rose	Good Morning X Sugar Ell
(Early Red X Burma) Sdlg. X Willow Rose	Tigertone X Sdlg. 53-322R Champ at Lincoln Show
(Early Red X Burma) X Sugar Ell	
Prospector X Crinklette	
Prospector X Spic & Span	
Larus K-50-83-A Sdlg. X Sugar Ell	
Larus K-50-83-A Sdlg. X Judi Lynn	

## MINIATURE CROSSES

Emily's Birthday X Statuette	Old South X Statuette (15 for 50c)
Emily's Birthday X Puck	No. 53-322R (Lincoln Champ) X Little Chum
Emily's Birthday X Bo Peep	No. 53-322R (Lincoln Champ) X Crinklette
Emily's Birthday X 53-244 Pink with Blo.	Lovely Mary X Crinklette
Puck X Little Chum	No. 53-322B (Tiny Scarlet) X Starface
Puck X Bo Peep	No. 53-322B X Little Chum
Puck X Crinklette	Li'l Abner X Crinklette
Puck X Small Clear Yellow Sdlg.	Li'l Abner X Starface (15 for 50c)
Parfait X Crinklette (15 for 50c)	Li'l Abner X Gay Sparklet (15 for 50c)
Parfait X Starface (15 for 50c)	Li'l Abner X Little Chum (15 for 50c)
Ocean Spray X Little Chum	Li'l Abner X 53-322R (Lincoln Champ)
Victoria Falls X Little Chum	Tiny Rich Yellow with Red Mark X Starface
Starface X Golden Chic (15 for 50c)	No. 53-221 Tiny Clear Yellow X Statuette
Starface X Little Chum (15 for 50c)	No. 53-221 Tiny Clear Yellow X Crinklette
Starface X Wedgwood	No. 53-221 Tiny Clear Yellow X Bo Peep
Starface X Bo Peep	No. 53-49 (First Early) X Starface
Starface X Crinklette	No. 338 (Harris Red) X Bo Peep
Little Fawn X Crinklette (15 for 50c)	
Little Chum X Gay Sparklette (15 for 50c)	

### MIXED SEEDS: "Spills and Mixtures" 35c Per 100 Seeds

No doubt some of these crosses will be exhausted long before planting time, so we would urge that you make a few "second choice" selections so we may supply you with seeds even though some are sold out. There is no guarantee in the sale of seeds.

(Do not over-look keeping your membership in good standing in The North American Gladiolus Council. A \$2 addition to your bulb order will keep you in good standing for another year. You cannot afford to miss the Bulletin they publish.)

(Keep this catalogue in a safe place, for you may receive Price Bulletins refering to this Booklet, or bulbs described in it).

## **DARK COLOR COLLECTION FOR MEN**

### **Collection No. 4-D**

For many seasons we have kept a dark colored collection in our catalogue; more especially a man's collection of Glads. Most men prefer red or dark colored glads in their bouquets, so here they are. Six husky No. 3 bulbs of each of the following, labeled and packed carefully:

Atom	Elmer's Rose	Princess	Spunky
Burma	King David	Purple Burma	Traveler
Elizabeth the Queen	Red Charm	Smilette	Violet Charm

Most of these varieties have Red, Scarlet, Purple or Lavender colors, and can be classified as dark Glads. These seventy-two bulbs will produce very fine bloom and we will prepay them to any U.S.A. post office, labeled and packed in separate bags, for \$5.20. Half collection for \$3. Will include 25 bulblets of each for \$2 extra.

### **Newer varieties—Collection, seven Miniatures and thirteen large varieties. Collection No. 5-N**

3 Baby Butterfly	3 Little Egypt	5 Ares	5 Vera
3 Bonnie Prince	3 Spunky	5 Carved Ivory	5 Caballero
3 Lavender Petunia	3 Victoria Falls	5 Sparkling Eyes	5 Innocence
3 Li'l Abner	3 Puck (free)	5 Prospector	5 White Sails
	5 Lorelei	5 Painted Lady	5 Princess
		5 Traveler	5 Violet Charm

There will be eighty six or more fine bulbs in this collection, husky young No. 3 bulbs, or larger, all of them consisting of varieties introduced in recent years. Twenty good varieties as above listed should provide many fine thrills in any garden. Catalogue value is right at \$11.85, and we will mail them, all labeled and packed carefully to any Post Office in the U.S.A. for \$8.50. Take a good look at this offer—it is a big value if you like flowers.

### **UNLABELED COLLECTION No. 6-UN**

There are many people who like to grow a patch of Glads, but do not like to be bothered with stakes, or name labels. For these fine folks we have designed some unlabeled collections, which should be very interesting. We are going to offer our "Special unlabeled collection" No. 6-UN, comprising 100 bulbs with not less than 25 different colors in the lot. There will be many varieties in this lot that would cost much more per hundred than this collection. 100 bulbs, unlabeled prepaid to you in mixed sizes, No. 1, 2 and 3, for \$4.50. A great bargain.

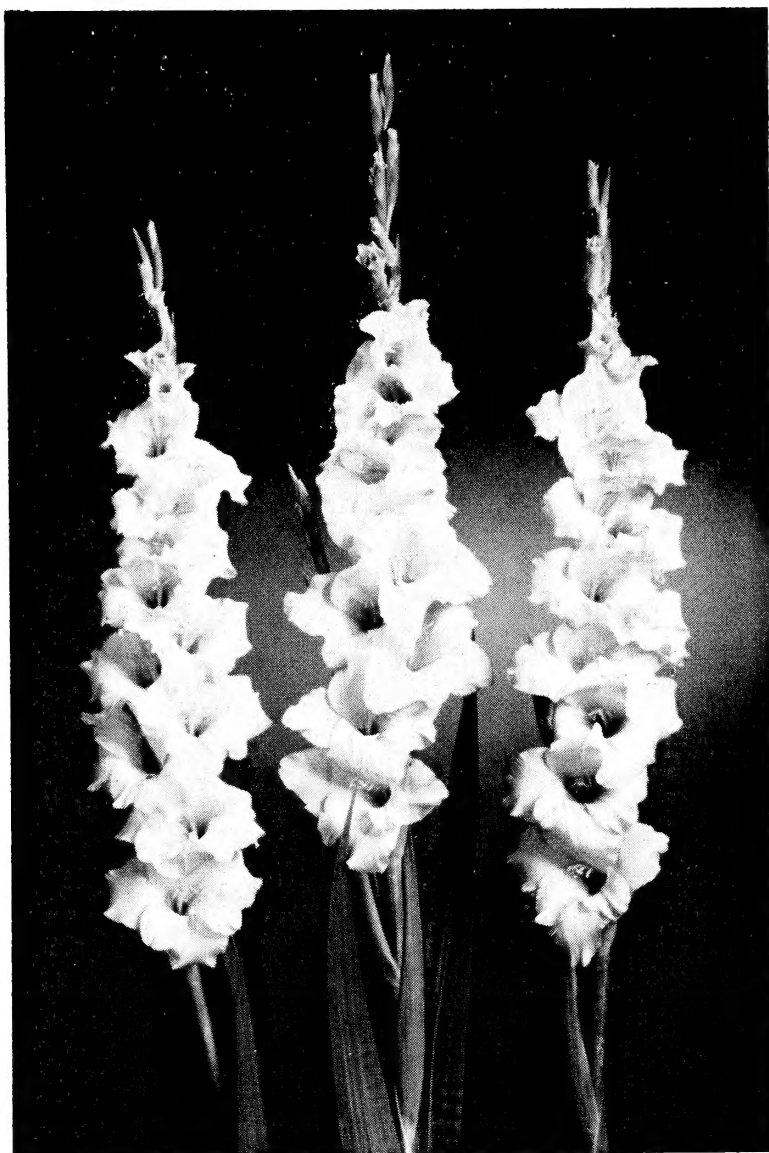
### **UNLABELED MINIATURE COLLECTION No. 7-UM**

We offer an unlabeled collection of 100 bulbs of the Miniature glads, at least fifteen different colors or varieties in the group. Strong No. 3 bulbs, or larger for \$4 per hundred, prepaid to your home address.

Do not over-look maintaining your membership in North America Gladiolus Council making use of the application at foot of order blank. See pink slip enclosed which may be used for application.

(Please do not destroy or misplace this catalogue, for we are sure you will wish to refer to it again, soon).





### **Judi-Lynn**

Pictured here are three spikes of our Seedling "JUDI-LYNN", which we plan to introduce in 1960. This seedling is a light blush pink, with deeper color on the mid-ribs, a delicate waving of all petals, and the power to open many at one time in a very informal, "one-over-one" fashion. The parentage is (Magnolia X Strawberry Peach) Seedling X Phantom Beauty. We entered three spikes of this in the "American Home Achievement Award" in our 1957 show, where it won over five other entries; those three spikes holding 41 florets open in good condition. Two with fourteen and one with thirteen florets open. It usually will have nineteen or twenty buds. It makes bulbets very freely and has always been very healthy in our soil. We recently received the following letter: August, 1958. Dear Ernie: Your seedling Judi-Lynn is a dandy. The first morning it opened ten blooms, and we managed to get it entered in the Minneapolis, Minn. show, where it was awarded **CHAMPION SEEDLING OF THE MINNEAPOLIS SHOW**. Signed: M & M Schrimpf, Bay City, Wisconsin.

We believe we will have ample stock on hand to offer it for sale to the **GLADIOLUS FANS** by January 1960. It will be an excellent cut-flower, and the local florists like it very much.

## The North American Gladiolus Council

This organization was founded about thirteen years ago, with its first meeting held in Detroit, Michigan, with some forty or fifty of the Nations leading Gladiolus Growers getting together to set up a business and social organization, primarily to supervise and assist in the conduct of our larger Gladiolus Shows. There was also the matter of adopting a classification schedule, in order that anyone might easily classify and present their blooms for judging in any of our shows. A plan, that had been in use in Iowa for a few years was proposed and adopted at that meeting; and with a few improvements the plan has continued to be used ever since.

It was planned and hoped that all the Gladiolus Societies, as groups, in the U.S.A. and Canada would avail themselves of the opportunity to become affiliated with the Council, and further, that all individual Gladiolus Fans throughout the land would also become members, and subscribe for the quarterly Bulletin published by the Council. The Bulletin has continued to be the information medium for all glad fans of the country; and thousands have kept a membership in the Council down thru the years. A new Classification booklet is mailed to every member of the Council, once a year in the Spring Bulletin, so that each member might be prepared to properly enter his blooms in the Show nearest him, as the season comes along. Almost every Bulletin carries valuable information regarding hybridizing; and last Spring one of the Bulletins carried a very complete list of parentages of practically every Glad in commerce, a very useful booklet for those who wish to make crosses for seed production.

A National Convention is held every winter, generally in January, and many members travel across the entire country to attend one of these meetings, to meet numerous fellow growers, and exchange experiences, etc. The writer has missed only two or three of these conventions since the Council was founded. The Council has done a great job of promoting our favorite flower, THE GLADIOLUS, and it deserves the support of every Glad Fan throughout the nation. If you do not BELONG, please drop your membership check in the order you are going to send us, and we will gladly forward it along to head-quarters. Mr. Arthur M. Reeves, Havre De Grace, Md., is the Editor of the Bulletin, and if you prefer to do so, you mail your membership direct to him. He will see that you get a membership card, and the four issues of the Bulletin, to come out in 1959. We sure could use your support.

The Bulletin also carries many fine stories on "Glad Culture", care of bulbs in storage, and all the things that help the beginner take care of his Glads.

---

(TEAR OFF)

Your name and address on the following lines, with \$2 in cash or check, will place your membership in good standing in N.A.G.C.

Name ..... Street .....

City ..... State .....

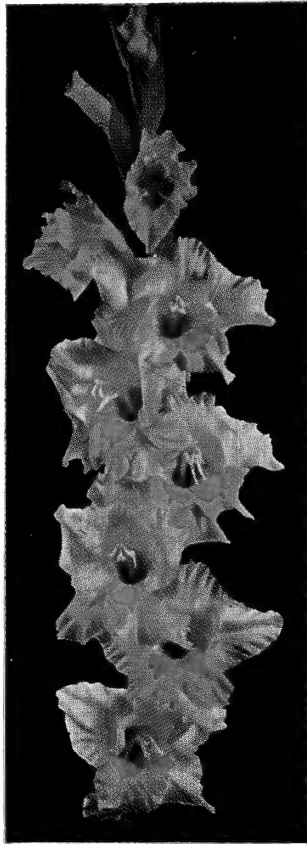
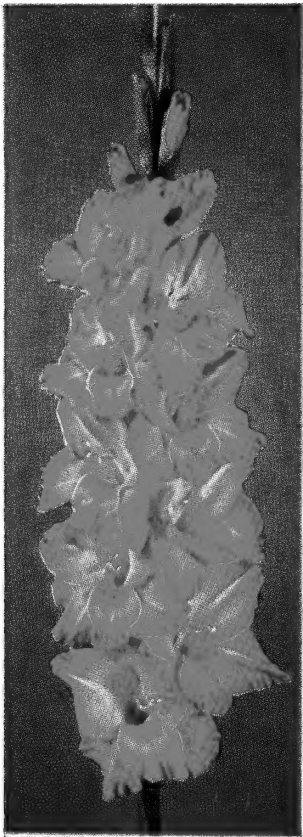
## THE SEEDLING FIELD

For many seasons we have written a short story of our seedling growing for our catalogues, usually with the hope that some of our customers may decide to grow some seed, and start the seedling hobby. Making the various crosses and seeing the large seed pods develop is really worth the effort. The summer that has just passed was especially fine for seed growing. I believe we produced twice as much as usual, with half the effort. Our seed bed did better than it has for some time too. We believe we produced over thirty thousand bulbs that will bloom in 1959, with reasonably good culture.

We made about 110 selections in 1958, two or three of them seemed to be outstanding in quality. One was a large brown, a King David seedling, and it carried a wide silvery edge, at least one eighth inch wide. A bridge party was in progress at our house the day I brought it in, and those four ladies pronounced it the most exciting glad they had ever seen. It lingers in my memory as the bright spot of the summer garden. Several of our older seedlings growing on test provided hundreds of fine blooms, and we feel certain we have five or six in the Miniature size that we should introduce. In two or three cases we have over a thousand bulbs, but we have always felt that the originator should test his seedlings "beyond any doubt" before asking anyone to buy the bulbs. We use their blooms in our flower shop every day, so we are not sacrificing by keeping them going.

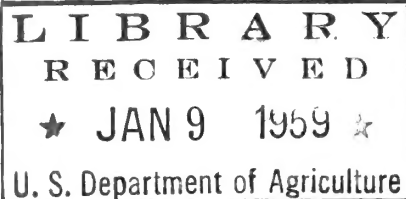
Our large seed bed made a good showing this season; the seed germinated very well, and we managed to keep it growing fairly well throughout the summer, and harvested a fine crop of seedling bulbs, many of them in medium size. We have always been satisfied if we could get a number five bulb from a seed. The No. fives will generally produce a good spike of bloom, and make it possible for us to determine if we wish to save the bulbs for future testing.

We planted one hundred and seventy older seedlings last Spring, with a strong determination to discard a number of them. As the season ended we found that 112 had been marked to discard. We feel sure that we could name ten or twelve of the remaining fifty-eight. It is painful to give up some of them, but if they do not "measure up" they must go. We will probably add several hundred to the testing list before the summer ends, in 1959. It is great fun, but many times we have great disappointments, and again, some fine surprises. We hope that many of our friends will visit the seedling field in 1959, and help us make some selections. The blooming often starts about July 15th, and continues until frost. New ones will be appearing every day. You will be very welcome.



© SELECTED GLADS INC.

**Joyous:** (John Flad) (464) Very elegant rich velvety deep rose colored Joyous is a splendid new variety. Formal, beautifully ruffled, precisely styled and brilliantly colored. JOYOUS, as the name implies is a joy to see in the garden. It has eight or more florets open at once on a 20-bud spike, in the 400 size. JOYOUS will be a heart-warming addition to any glad garden. 35c per bulb, any size; 3 for \$1. 12 for \$3.45.



**Sparkler:** (Fischer) (313) As graceful as a butterfly and just as colorful. SPARKLER is a gay happy combination of yellow and red. Not garrish, but a skillful blending of clear yellow shading somewhat deeper as it surrounds the bright red lips. The florets are ruffled with each petal tip-fluted to give an airy butterfly effect. The total picture with eight open florets on an 18-bud spike is both striking and harmonious. Sparkler is the ideal glad for home use. 35c per bulb, any size; 3 for \$1. 12 for \$3.45.

## VENNARD NURSERY

1959 Catalog FINE GLADIOLUS

P. O. BOX 394 PHONE 9-3242

CATALOG NUMBER FOURTEEN

SIOUX CITY 2, IOWA